GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:2635
ANSWERED ON:11.12.2006
PROMOTION OF ENTERTAINMENT INDUSTRY
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Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) the measures adopted by the Government for promotion of entertainment industry; and

(b)the schemes formulated/ implemented by the Government for promoting local programmes in the entertainment industry?

Answer

THE MINISTER OF INFORMATION & BROADCASTING AND PARLIAMENTARY AFFAIRS (SHRI P.R. DASMUNSI)

(a)To promote entertainment industry of India, the Central Govt. has taken following measures −

Institutional and bank financing are now accessible to the entertainment industry.

100% foreign direct investment through automatic route is permissible in the film sector.

Government has led participation in global markets, viz. Cannes Film Market, American Film Market, Berlin Film Market, Film Bazaar, etc., with a view to enhancing visibility of our film industry.

Film weeks and festivals are held in with various countries.

An audio-visual co-production agreement has been sign with Republic of Italy and United Kingdom and similar proposals from other countries are being explored to expand avenues of finances and markets for the Indian Film Industry.

The Committee for Development of Entertainment sector, a sub-Committee of the State Information Ministers' Conference (SIMCON) set up to suggest policy framework for the film industry, recommended for reduction of entertainment tax, steps to counter piracy in the film sector, to facilitate foreign film shooting in India, etc. Through our vigorous effort we have been able to reduce prevailing level of Entertainment Tax. We have simplified the procedure and reduced the period required for granting permission to shoot foreign feature films in India.

The National Film Development Corporation, a public sector undertaking under this Ministry provides limited funding for films and oversees the integrated growth of the film industry in tune with the objectives of National Economic Policy.

Five Core Groups have been constituted to look into the various aspects of the film industry and suggest measures to promote the film industry.

(b)Local /Regional Kendras of Doordarshan promote local artistes in the field of Drama & Music by providing them opportunities to participate in various In-house productions meant for the entertainment of viewers. Such entertainment programmes are also got produced/procured under different schemes like Commissioned Programmes, Self-Finance Commissioned, Acquisition of Programmes, Royalty etc. In the area of local programming, All India Radio through 82 local radio stations caters to the needs of the local people radio stations caters to the needs of the local people even in remote areas taking into consideration the oral, folk and traditional forms of entertainment. All India Radio maintains archives of folk music.